



NEXIS

CLASS XI / FIELD IMMERSION + ENTREPRENEURSHIP

Anveshan

The student journal

NOTICE. ASK. TRY. BUILD.



PEOPLE



PROBLEM



OFFER



REACH



MONEY



TEST

Your ideas belong here. Bring this journal to every session and industry visit. Capture what surprises you and keep improving your business idea.

THIS JOURNAL BELONGS TO

Class / section

Team

READ 04-07

WRITE + BUILD 08-32

PITCH 33

START WITH EVERYDAY LIFE

My idea bank

Look for something slow, costly, wasteful or frustrating. Write several ideas before you choose one. Rough ideas are welcome.

A problem I notice	Who faces it?	An idea that might help

THE IDEA I WANT TO EXPLORE FIRST

Why does this problem matter to someone?

My Anveshan route

Five months. Real workplaces. One idea of your own.

● **Start**

● **Learn**

● **Visit**

● **Present**

SEP

2026



25

Orientation

OCT

2026



05

Entrepreneurship



12

Industry Visit



13

Generating New Business Ideas

NOV

2026



02

Technology and AI



05

Industry Visit



16

Go to Market Strategy



18

Marketing



25

Industry Visit

DEC

2026



07

Finance



12

Industry Visit



18

Business Model Canvas

JAN

2027



07

Demo day - student presentations



08

Demo day - student presentations

Planned dates: follow updates shared by school or NEXIS.

Same clothes. A new way to sell.

When the pandemic disrupted retail, Siddharth Dungarwal's clothing business changed its route to the customer. SNITCH began selling directly online.

2019**B2B beginnings**

Makes clothing for other businesses.

JUL 2020**Goes direct**

Launches its own online store.

JUL 2023**Adds a store**

First physical store opens in Bengaluru.

THE PROBLEM

Reaching shoppers through other retailers became harder during the pandemic.

THE CHOICE

Sell through its own website; later add a physical place to try the clothes.

THE LESSON

How you reach a customer can be as important as what you sell.

TWO ROUTES TO THE SAME CUSTOMER**MAKE**

Clothing

**REACH**

Website / store

**SELL**

Customer buys

A great design can still leave unsold stock. What would you ask five customers before ordering 100 T-shirts?

My question to a possible customer would be...

02 / CONVENIENCE + EVERYDAY PROBLEMS



A better system behind a simple tap.

Zepto's founders, Aadit Palicha and Kaivalya Vohra, explored a familiar frustration: getting groceries reliably. They tested a different system for fulfilling orders.

2020

JUL 2021

2022

Notice a gap

The founders experience grocery-delivery frustrations.

Try a new setup

First dark store opens in Bandra, Mumbai.

Test an extension

Zepto pilots its Cafe food offering.

THE PROBLEM

An order is useful only when the right items arrive reliably.

THE CHOICE

Keep stock in nearby fulfilment spaces called dark stores.

THE LESSON

A simple app needs a working system of people, stock and processes.

WHAT HAPPENS AFTER YOU TAP?**ORDER**

Customer's app

**PACK**

Nearby stock

**DELIVER**

Doorstep

Rent, packing and delivery all cost money. More orders alone do not guarantee profit. What could make each order less costly?

One step I could improve in an everyday service...

EXAMPLE 01 / A CLOTHING BUSINESS

SNITCH

Six simple questions explain the idea. Read across each row, then try the same questions for your own business.

01

Who am I helping?

Men looking for contemporary clothing and new styles.

02

What is their problem?

Finding clothes they like, with a convenient way to browse and buy.

03

What will I offer?

A range of menswear, from shirts to trousers and other clothing.

04

How will I reach them?

Its website, app and physical stores; social media helps people discover it.

05

How will the money work?

Customers pay for clothes. Costs include making or buying stock, staff, stores, delivery and marketing.

06

What will I test first?

Student suggestion: show three designs to five possible buyers. Ask which they would choose and why.

Try this at school: sketch one product before spending money to make many.

If shoppers like a design but will not pay enough to cover its costs, what could you change?

EXAMPLE 02 / A CONVENIENCE SERVICE

Zepto

The app is one part of the idea. Think about the people, the problem and everything needed to complete an order.

01

Who am I helping?

People in served neighbourhoods who want everyday items delivered conveniently.

02

What is their problem?

Shopping takes time, and waiting or receiving the wrong items is frustrating.

03

What will I offer?

Order groceries and other everyday items for local delivery through an app.

04

How will I reach them?

The app and website; word of mouth helps people discover the service.

05

How will the money work?

Income can include partner commissions and service fees. Costs include fulfilment, delivery, technology and support.

06

What will I test first?

Student suggestion: ask five households about their last missing-item problem. Test a simple order checklist.

Try this at school: improve one service step before imagining a whole app.

A customer pays Rs 500 for an order. Why is that not automatically Rs 500 of profit?

Notes & observations

01 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.



Notes & observations

02 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

03 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

04 / 20

Session / visit

IDEA MAP 01 / 05

Refined Idea

After the ideation session, choose a person and a problem. Short phrases and sketches are welcome. Your first answers can be guesses.

Business idea

Date

01

Who am I helping?

Name a specific person or group.

02

What is their problem?

What is difficult, slow or frustrating?

03

What will I offer?

What will I make or do to help?

04

How will I reach them?

Where will they hear about and get it?

05

How will the money work?

What will they pay? What will I spend?

06

What will I test first?

Try one small thing. What will I learn?

The biggest thing I am guessing is...

05 / 20

Session / visit

Notes & observations

06 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

07 / 20

Session / visit

IDEA MAP 02 / 05

Refined Idea

Ask someone about the problem. Record what they actually say, then improve your six answers.

Business idea**Date****01****Who am I helping?**

Name a specific person or group.

02**What is their problem?**

What is difficult, slow or frustrating?

03**What will I offer?**

What will I make or do to help?

04**How will I reach them?**

Where will they hear about and get it?

05**How will the money work?**

What will they pay? What will I spend?

06**What will I test first?**

Try one small thing. What will I learn?

Something a possible customer told me...

Notes & observations

09 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.



Notes & observations

10 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

11 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.



Notes & observations

12 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

IDEA MAP 03 / 05

Refined Idea

Choose something you noticed on an industry visit. Could it improve your offer, delivery or costs?

Business idea

Date

01

Who am I helping?

Name a specific person or group.

02

What is their problem?

What is difficult, slow or frustrating?

03

What will I offer?

What will I make or do to help?

04

How will I reach them?

Where will they hear about and get it?

05

How will the money work?

What will they pay? What will I spend?

06

What will I test first?

Try one small thing. What will I learn?

A business practice I could learn from...



Notes & observations

13 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

14 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.



Notes & observations

15 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

16 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

IDEA MAP 04 / 05

Refined Idea

Try a sketch, sample or demonstration. Use what happened to update your Idea Map.

Business idea

Date

01

Who am I helping?

Name a specific person or group.

02

What is their problem?

What is difficult, slow or frustrating?

03

What will I offer?

What will I make or do to help?

04

How will I reach them?

Where will they hear about and get it?

05

How will the money work?

What will they pay? What will I spend?

06

What will I test first?

Try one small thing. What will I learn?

My test showed me that...

Notes & observations

17 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.



Notes & observations

18 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

19 / 20

Date _____

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

Notes & observations

20 / 20

Date

Session / visit

Topic

Capture a useful fact, a question, a sketch or an idea worth testing.

IDEA MAP 05 / 05

Refined Idea

Make your clearest version. Check that the person, problem, offer, reach, money and next test fit together.

Business idea

Date

01

Who am I helping?

Name a specific person or group.

02

What is their problem?

What is difficult, slow or frustrating?

03

What will I offer?

What will I make or do to help?

04

How will I reach them?

Where will they hear about and get it?

05

How will the money work?

What will they pay? What will I spend?

06

What will I test first?

Try one small thing. What will I learn?

The next thing I need to test is...

SAY IT SIMPLY

My one-minute pitch

Explain the person, the problem and your solution. Use one real example. Practise aloud with a friend and a timer.

00-10 SEC

Who needs help?

We help [specific people] who struggle with [problem].

10-25 SEC

What is your idea?

Our idea is [product or service]. It helps by [clear benefit].

25-40 SEC

How will it work?

People find us through [channel] and pay for [offer]. Our main cost is [cost].

40-50 SEC

What have you learned?

We asked or tested [something]. We learned [one useful finding].

50-60 SEC

What comes next?

Our next step is [small action]. We need help with [specific request].

Be honest about what is still a guess. Clear evidence and a sensible next step make an idea stronger.

What changed for me?

Think about your first idea, the people you met and the things you tried. There is no perfect answer here. Be specific.

01 A moment or visit that changed how I see business...

02 At first my idea was... Now it is... because...

03 Something I learned from a customer, teammate or facilitator...

04 A skill I improved, and an example that shows it...

05 My next small step, and when I will take it...

Six questions. A real start.

Your Business Idea Map is a first draft, not a perfect plan. Write short answers. Test one guess. Update what you learn.

01**PEOPLE**

Who exactly needs help?

02**PROBLEM**

What is difficult for them?

03**OFFER**

What useful thing will you do?

04**REACH**

How will people find and get it?

05**MONEY**

What comes in? What goes out?

06**TEST**

What can you try this week?

THE NEXT STEP IS YOURS

Notice something.
Ask a better question.
Build a small answer.

You do not need to have every answer.
You need the curiosity to look,
the courage to try,
and the willingness to learn.

ANVESHAN 2026-27

Field Immersion and Entrepreneurship Programme

NEXIS School of Business

with G.D. Goenka School, Siliguri